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U.S. Bureau of Foreign and Domestic Commerce

Aiding farm equipment manufacturers...

Washington

1931

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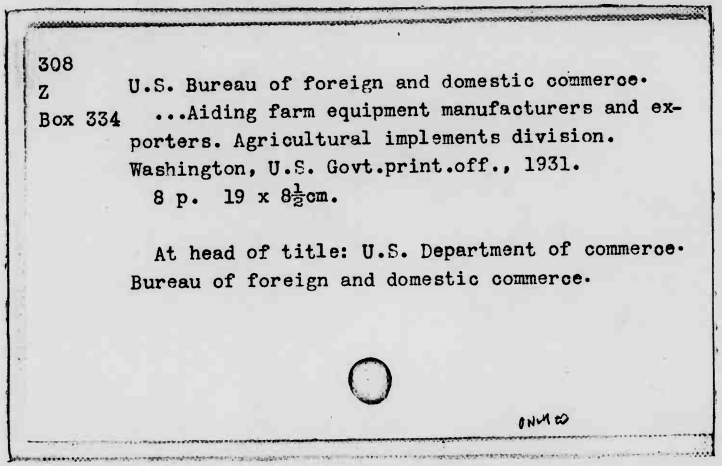

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U. S. DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND DOMESTIC COMMERCE

AIDING FARM EQUIPMENT MANUFACTURERS AND EXPORTERS

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Box 334

AGRICULTURAL IMPLEMENTS DIVISION

UNITED STATES
GOVERNMENT PRINTING OFFICE
WASHINGTON : 1931

Aiding Farm Equipment Manufacturers and Exporters

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EXPORTS of agricultural implements from the United States in 1930 were valued at nearly $116,000,000, as compared with the record shipments valued at $141,000,000 in the previous year. Foreign purchases of such American-made equipment have been increasing considerably during the past several years, as indicated in the following table:

Year	Value	Year	Value
1923	$50,310,586	1927	$90,746,926
1924	59,974,044	1928	116,651,490
1925	77,949,911	1929	140,801,556
1926	85,666,810	1930	115,800,780

The importance of the export trade to the implement industry has also been increasing rather steadily, until the last three years have seen nearly one-quarter of its products shipped to foreign markets. The organization and functioning of the agricultural implements division in the Bureau of Foreign and Domestic Commerce have expanded coincidently with the increase in farm equipment exports. The division was established in 1921 to assist manufacturers and exporters of such equipment and as foreign shipments increase the work of the division becomes more and more important, and its ability to aid implement manufacturers and exporters is correspondingly augmented.

General Functions of Division.

The division's functions are manifold. It gives information and seeks information, all for the benefit of American implement manufacturers and exporters, who are thus kept informed of current conditions in foreign countries as relating to their products. Of secondary importance among those served by the division,

are those American individuals or organizations who are not within the class just mentioned but who have, nevertheless, a legitimate interest in foreign markets for agricultural implements. The division is designed to foster only American trade and naturally can not lend its efforts to the promotion of other than American interests.

Sources of Information.

The information which the division passes on to the trade is derived from all the sources available to the Department of Commerce. These include 59 foreign offices maintained by the Bureau of Foreign and Domestic Commerce in as many strategic trade centers abroad. In addition, the trade-promotion services of American consular officers whose posts include every trading center of any importance are available to the bureau and the division. Reports from these sources are constantly streaming in, keeping the division informed as to current conditions, both generally and as relating to agricultural implements all over the world. This information consists of regular weekly and monthly reports on the general economic situation, cabled reports (containing the latest and most authoritative data, including, in many cases, specific references to agricultural implements), and special reports, sent in as the conditions in a particular section seem to warrant. Many of the reports on specific subjects are sent in at the discretion of the foreign officer, but in numerous cases such reports are prepared as the result of requests from the agricultural implements division.

Advantages of Questionnaire Method.

This method of requesting specific information and outlining it by means of a questionnaire has been found to be one of the most effective methods of obtaining the type of information which is of greatest value to the industry. In this manner the agricultural implements division has conducted world-wide surveys on foreign markets for pumps, windmills, tractors, lawn mowers, incubators and brooders, internal-combustion engines, spraying and dusting equipment, dairy and barn equipment, silos, and threshers. The questionnaires covering each of these subjects have been prepared in cooperation with the manufacturers of the articles and have then been forwarded to the foreign offices of the Departments of Commerce and State. The replies received have been prepared in the form of special circulars and distributed to the manufacturers of the products covered in

the circular. This method of gathering information has not only stimulated American effort in foreign markets, but has also aroused the interest of foreign buyers in American products.

While the investigations are being carried on by the foreign representatives assigned to answer the questionnaire, the contacts that are established with persons potentially interested in the article to be reported on serve as a means of directing attention to such articles of American manufacture, and, consequently, many inquiries are received for quotations and information regarding such products.

Further studies of this nature will be made from time to time, and the division is open at all times to suggestions from manufacturers or groups of manufacturers with regard to any product offering a profitable subject for such a study.

Value of Commerce Reports.

Such surveys represent a specific service of the division relating to particular commodities. Of a more general nature is the service rendered by the division through Commerce Reports. This weekly publication of the Bureau of Foreign and Domestic Commerce has a section devoted to agricultural implements which usually contains one or more articles discussing in a general way some foreign market for farm equipment. Through this publication the manufacturer or exporter is informed of changes and developments in foreign markets for implements. Commerce Reports also contains other information which is not only interesting but essential to any firm concerned with foreign markets. Other sections devoted to the discussion of current economic conditions in the different world trade areas include "Tariff changes," "Commercial laws and procedure," "Transportation," and sections devoted to the various commodities.

An important feature of Commerce Reports is the list of foreign trade opportunities published each week. These refer to inquiries from foreign importers who desire to purchase or secure agencies for American products. In nearly every issue will be found several opportunities relating to lines of agricultural implements. Sufficient information is given in Commerce Reports to indicate the nature of the inquiry, and additional data are furnished upon specific request of the interested firm. These opportunities frequently result in orders and agency arrangements, and it is worth while

for the manufacturer or exporter to make a practice of looking them over each week.

The agricultural implements division also in some cases, at its discretion, communicates certain opportunities for the sale of American products abroad and possible agency connections, directly to the manufacturers concerned. This is done in cases where a limited number of firms only might be interested in a certain proposition and when the division feels that such information can best be brought to the attention of interested parties directly through the bureau's district offices.

Exporters' Index.

Information of a more specific nature than that presented in Commerce Reports reaches the industry through the medium of the Exporters' Index. This is a list of American firms which, by filling out a prescribed form, have signified their desire to avail themselves of the special services offered by the bureau. The only requirement for being listed on this index is that the firm shall be at least 51 per cent American owned. There is no charge for the services rendered. Being listed on the index entitles a firm to the automatic receipt of any material issued by the bureau which may apply to the products that it manufactures or exports, or which covers general export problems, and may be of interest to the firm.

The form which is filled out for listing on the index shows the particular commodity or commodities in which any firm is interested, and thus, unless otherwise indicated, a firm receives only material pertaining to its own lines—in addition, of course, to data on tariffs and similarly relevant subjects.

This service is automatic and does not require any solicitation on the part of a firm after it has once been listed on the index. This insures prompt receipt of information which otherwise might not come to the attention of an interested concern. Another feature of the service is that firms on the index receive notices of all printed publications which are prepared by the bureau and therefore are placed in a position to secure publications promptly and while the information contained in them is new and timely.

The division prepares each month a statement of the monthly exports and imports of agricultural implements listed on the Exporters' Index. This information, of course, is of primary interest to those concerned with export trade, and it is sent out by the division several weeks in advance of statements which are issued through other channels.

In addition to the above described bulletin the division publishes regularly the following:

Monthly statement on exports of wheel tractors.

Monthly statement on exports of tracklaying tractors.

Monthly statement on exports of harvesters and binders.

Monthly statement on exports of combines.

Monthly statement on exports of tractor exports from Irish Free State.

Reports on United Kingdom tractor exports (periodic).

Implement and tractor notes ("Here and There in the World's Implement Markets," periodic).

Semiannual and annual detailed export statistics. (A 5-page rotoprint table giving exports by classes and destinations.)

Manufacturers and exporters interested in a particular field or trade area may so indicate in their application for listing on the Exporters' Index, and they will then be in a position to receive all information issued by the bureau pertaining to that area. The index possesses a certain amount of elasticity, so that it may be made to conform to the individual requirements of the manufacturer.

Direct Inquiries Welcomed.

These general services do not preclude a more direct service by the division to individual firms. Direct inquiries are strongly encouraged by the division, as in many cases it is only through such contact that the full problems of a firm can be laid before the division and adequately handled. In this way the division is frequently able to help the manufacturer to find an outlet for his products, or to assist him in laying out an export campaign, or to advise him in regard to the best methods of entering export markets.

In giving such service the division is not dependent solely on its own resources but has at its disposal all the resources of the bureau and the department, as well as of other branches of the Government. When necessary, the division may call upon the regional information division for information with respect to specific trade areas or upon the tariff division or division of commercial laws with regard to subjects with which the experts of those divisions are familiar; and, in addition, the commercial intelligence division has in its files lists of importers and dealers in various commodities in every

country of the world, with considerable detailed information relating to many of the firms shown on these lists.

Commodities Handled by the Division.

The commodities coming within the purview of the agricultural implements division are mentioned in detail below; they include not only those articles which are ordinarily classed as agricultural implements, but nearly all other items of farm equipment as well. There are also a few articles that are not strictly items of farm equipment.

Beekeeping equipment.
Combines (reaper-threshers).
Corn binders and cutters.
Corn shellers.
Cream separators.
Cultivators.
Dairy equipment.
Drills and seeders.
Farm vehicles.
Feed cutters, grinders, and crushers.
Fertilizer distributors.
Fruit and vegetable graders.
Fruit presses.
Garden tractors.
Grain harvesters and binders.
Hand and windmill pumps.
Harrows.
Harvesting equipment.
Hay presses.
Hayrakes and tedders.
Incubators and brooders.
Internal-combustion engines, not over 10 horsepower.
Land rollers.
Lawn mowers.
Manure spreaders.
Motor cultivators.
Mowers.
Planters.
Plows.
Poultry equipment.
Pushcarts and hand trucks.
Reapers and headers; road graders, small; scrapers and ditchers.
Separators.
Silos.
Sprayers and dusters for trees and crops.
Sprayers, small, for garden and household use.
Threshers, all types.
Tractors:
  Wheel, all types.
  Tracklaying, all types.
Trailers.
Wagons and drays.
Water systems, household, self-contained.
Wheelbarrows.
Wheels, except automobile and car.
Windmills and towers.

Branch Offices

District Offices

ATLANTA, GA.....504 Post Office Building.
BIRMINGHAM, ALA.....257 Federal Building.
BOSTON, MASS.....1800 Customhouse.
BUFFALO, N. Y.....Chamber of Commerce Building.
CHARLESTON, S. C.....Chamber of Commerce Building.
CHARLOTTE, N. C.....1207 First National Bank Building.
CHICAGO, ILL.....Suit 1706, 201 North Wells Street.
DALLAS, TEX.....Chamber of Commerce Building.
DENVER, COLO.....Chamber of Commerce Building.
DES MOINES, IOWA.....105 Federal Building.
DETROIT, MICH.....2213 First National Bank Building.
EL PASO, TEX.....Chamber of Commerce Building.
GALVESTON, TEX.....Cotton Exchange Building.
HOUSTON, TEX.....Chamber of Commerce Building.
INDIANAPOLIS, IND.....Second Floor, Chamber of Commerce Building.
JACKSONVILLE, FLA.....13 Chamber of Commerce Building.
KANSAS CITY, MO.....Care of Chamber of Commerce.
LOS ANGELES, CALIF.....1163 South Broadway.
LOUISVILLE, KY.....Room 405, 421 West Market Street.
MEMPHIS, TENN.....266 South Main Street.
MILWAUKEE, WIS.....Room 500, Commerce Building.
MINNEAPOLIS, MINN.....213 Federal Building.
MOBILE, ALA.....154 St. Francis Street.
NEW ORLEANS, LA.....225–A Customhouse.
NEW YORK, N. Y.....734 Customhouse.
NORFOLK, VA.....406 East Plume Street.
PHILADELPHIA, PA.....Room 812, 20 South Fifteenth Street.
PITTSBURGH, PA.....Chamber of Commerce Building.
PORTLAND, OREG.....215 New Post Office Building.
ST. LOUIS, MO.....Suite 1216, 506 Olive Street.
SALT LAKE CITY, UTAH.....Chamber of Commerce Building.
SAN FRANCISCO, CALIF.....310 Customhouse.
SEATTLE, WASH.....1406 Vance Building.
WILMINGTON, DEL.....409 Equitable Building.

Cooperative Offices

AKRON, OHIO.....Chamber of Commerce.
ANNISTON, ALA.....United Chambers of Commerce.
BEAUMONT, TEX.....Chamber of Commerce.
BALTIMORE, MD.....Export and Import Bureau, Association of Commerce.
BINGHAMTON, N. Y.....Chamber of Commerce.
BRIDGEPORT, CONN.....Manufacturers' Association.
CHATTANOOGA, TENN.....Manufacturers' Association.
CINCINNATI, OHIO.....Chamber of Commerce.
CLEVELAND, OHIO.....Chamber of Commerce.
COLUMBUS, GA.....Chamber of Commerce.
COLUMBUS, OHIO.....Chamber of Commerce.
DAYTON, OHIO.....Chamber of Commerce.
ERIE, PA.....Chamber of Commerce.
FORT WORTH, TEX.....Chamber of Commerce.
FORT SMITH, ARK.....Chamber of Commerce.

GREENSBORO, N. C.—Chamber of Commerce.
HARTFORD, CONN.—Manufacturers' Association.
KEOKUK, IOWA.—Chamber of Commerce.
LAKE CHARLES, LA.—Association of Commerce.
LAREDO, TEX.—Chamber of Commerce.
LONGVIEW, WASH.—Chamber of Commerce.
LOWELL, MASS.—Chamber of Commerce.
NEWARK, N. J.—Chamber of Commerce.
NEW HAVEN, CONN.—Chamber of Commerce.
OAKLAND, CALIF.—Chamber of Commerce.
OKLAHOMA CITY, OKLA.—Chamber of Commerce.
OMAHA, NEBR.—Chamber of Commerce.
PENSACOLA, FLA.—Chamber of Commerce.
PROVIDENCE, R. I.—Chamber of Commerce.
RALEIGH, N. C.—Department of Conservation and Development.
RICHMOND, VA.—Chamber of Commerce.
ROCHESTER, N. Y.—Chamber of Commerce.
ROCKFORD, ILL.—Chamber of Commerce.
SAN ANTONIO, TEX.—Chamber of Commerce.
SAN DIEGO, CALIF.—Chamber of Commerce.
SOUTH BEND, IND.—Chamber of Commerce.
SPOKANE, WASH.—Chamber of Commerce.
SYRACUSE, N. Y.—Chamber of Commerce.
TACOMA, WASH.—Chamber of Commerce.
TAMPA, FLA.—Chamber of Commerce.
TOLEDO, OHIO.—Chamber of Commerce, Richardson Building.
TRENTON, N. J.—Chamber of Commerce.
TULSA, OKLA.—Chamber of Commerce.
WATERBURY, CONN.—Chamber of Commerce.
WICHITA, KANS.—Chamber of Commerce.
WORCESTER, MASS.—Chamber of Commerce.

Foreign Offices

Accra, Gold Coast Colony, West Africa.
Athens, Greece.
Bangkok, Siam.
Barcelona, Spain.
Batavia, Java.
Belgrade, Yugoslavia.
Berlin, Germany.
Berne, Switzerland.
Bogota, Colombia.
Bombay, India.
Brussels, Belgium.
Bucharest, Rumania.
Budapest, Hungary.
Buenos Aires, Argentina.
Cairo, Egypt.
Calcutta, India.
Caracas, Venezuela.
Copenhagen, Denmark.
Guatemala, Guatemala.
Habana, Cuba.
The Hague, Netherlands.
Helsingfors, Finland.
Hong Kong.
Istanbul, Turkey.
Johannesburg, South Africa.
Lima, Peru.
Lisbon, Portugal.
London, England.
Madrid, Spain.
Manila, P. I.
Melbourne, Australia.
Mexico, Mexico.
Milan, Italy.
Montevideo, Uruguay.
Montreal, Canada.
Mukden, Manchuria, China.
Oslo, Norway.
Ottawa, Canada.
Panama, Panama.
Paris, France.
Prague, Czechoslovakia.
Riga, Latvia.
Rio de Janeiro, Brazil.
Rome, Italy.
San Juan, Porto Rico.
Santiago, Chile.
Sao Paulo, Brazil.
Shanghai, China.
Singapore, Straits Settlements.
Stockholm, Sweden.
Sydney, Australia.
Tientsin, China.
Tokyo, Japan.
Toronto, Canada.
Vancouver, Canada.
Vienna, Austria.
Warsaw, Poland.
Wellington, New Zealand.
Winnipeg, Canada.

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